



WFLX

## ORDER

Print Date 10/10/12 Page 1 of 3

Flight Dates 10/11/12-10/16/12

Contract / Revision 834369 /

Original Date / Revision  
10/10/12 10/10/12Advertiser **Abruzzo, Joseph/D/FL Senat**Agency **Davis Group, Inc., The**

Buying Contact

4201 Bee Caves Road  
Suite C-101  
Austin, TX 78746Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Product

Abruzzo for FL Senate 35

Agency Com 15%

Billing Contact

4201 Bee Caves Road  
Suite C-101  
Austin, TX 78746

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1346

Alt Order # 06367978

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL610

Priority P 1

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	16	\$5,508.00	\$6,480.00	0.00
Totals	16	\$5,508.00	\$6,480.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	16	\$5,508.00	\$6,480.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/11/12	10/12/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	---TF--	:30	2	\$155.00	P 1	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$155.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		2	WFLX	10/08/12-10/14/12	MORNING NEWS 7A	7-8A	---ThF----	:30		(\$155.00)		0.00	NM		
		Credited [CR-Client Request]													
E 2	WFLX	10/15/12	10/16/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	11-----	:30	2	\$155.00	P 1	0.00	NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----		2				\$155.00		0.00			



														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 11	WFLX	10/15/12	10/16/12	HOW I MET YOUR MOTOM	Comm	11-1130P	11-----	:30	2	\$180.00	P 1	0.00	NM	2	\$360.00	
				HOW I MET YOUR MOTI												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/15/12	10/21/12	11-----			2		\$180.00			0.00				
E 12	WFLX	10/14/12	10/14/12	NFL on Fox OT	Comm	7-8P	-----1	:30	1	\$1,425.00	P 3	0.00	NM	1	\$1,425.00	
				THE OT												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1			1		\$1,425.00			0.00				
														Totals	16	\$6,480.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**WFLX, West Palm Bch, FL**Date:**10/9/12I, The Davis Group,being/on behalf of: Joseph Abruzzo, a legallyqualified candidate of the Democratic Party politicalparty for the office of: FL 25th State Senate Districtin the General Electionelection to be held on: 11.6.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>WFLX # 834309</u>				

**Total Charges:**5908 - net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Joseph Abruzzo for State Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Rampell - 443 Bell Grove Lane, West Palm Beach FL 33411

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

12/9/12  
Date

Meenah Hall  
Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

John Heislman  
Printed Name

GM  
Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE:** 10/9/12

<b>BUYER:</b>	Meenah Hulsen
<b>AGENCY:</b>	The Davis Group
<b>ADDRESS:</b>	4201 Bee Caves Rd, Suite C-101 Austin, TX 78746
<b>PHONE #:</b>	512 851 8500
<b>FAX #:</b>	866 848 6906
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Joseph Abruzzo for State Senate
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Richard Rampell
<b>ADDRESS:</b>	443 Bell Grove Lane West Palm Beach, FL 33411
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Joseph Abruzzo
<b>OFFICE:</b>	St. Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL

**PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE**